

## RESEARCH INTEREST

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Human-Computer Interaction (HCI), Human-AI Interaction (HAX), Human-Agent Interaction (HAI), Social Computing, Computer Supported Cooperative Work (CSCW), Computer-Mediated Communication (CMC)

## EDUCATION

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<b>University of Washington</b> Ph.D. in Human Centered Design and Engineering Advisors: Prof. David McDonald and Prof. Mark Zachry	Seattle, WA, USA Sep 2023 - present
<b>Seoul National University</b> M.S. in Intelligence and Information Advisor: Prof. Joongseek Lee <b>Thesis:</b> <i>Study on Remote Studying Activity with Video Conferencing Tool to Feel the Presence of Others: Focusing on Revealing and Hiding Themselves through Videos</i>	Seoul, South Korea Sep 2019 - Feb 2022
<b>Ewha Womans University</b> B.A. in International Studies (conc. in Business and Economics) B.A. in Advertising and Public Relations	Seoul, South Korea Mar 2013 - Feb 2019

## RESEARCH PROJECTS

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<b>Building an AI Discussion Facilitator Tool for Wikipedia Communities</b> <i>Lead Researcher, University of Washington</i> Currently developing a web-based prototype while testing LLM prompts and evaluating model performance.	Nov 2024 - present
<b>Building Design Guidelines for AI Companions</b> <i>Lead Researcher, University of Washington</i> Conducted a collaborative auto-ethnography and intensive literature review, and currently leading the iterative guideline development and evaluation. [partial paper under review]	Jan 2024 - present
<b>Investigating Wikipedians' Discourse Comprehension and Perspectives on AI Tools for Discussion Processing</b> <i>Lead Researcher, University of Washington</i> Developed a technology probe using iterative LLM prompting and conducted 14 interviews. [paper under review]	Sep 2023 - Oct 2024
<b>Designing to Protect Privacy and Reduce Fear Among Teens on Social Media</b> <i>Research Assistant, University of Washington</i> Assisted in conducting survey research and analyzing interviews, including thematic coding. [f.2]	Nov 2023 - Jan 2024
<b>Designing a New Video Conferencing Interface for Virtual Studying</b> <i>Lead Researcher, Seoul National University</i> Designed video conferencing interfaces and conducted usability testing with 10 users. [s.6]	Jan 2022 - Apr 2022
<b>Understanding Co-Studying Activity on Video Conferencing Rooms</b> <i>Lead Researcher, Seoul National University</i> Conducted 42 interviews, a survey with 107 users, and analysis of 464 video screens. [f.1]	Jan 2021 - Jan 2022
<b>Designing a Knowledge-Sharing Chatbot for a Co-Living Space</b> <i>Lead Researcher, Seoul National University</i> Conducted eight interviews and a co-creation workshop with 15 participants, designed a chatbot prototype, and led a one-week usability case study with 19 users. [s.3, s.5]	Jul 2020 - Jan 2021

## Understanding Entertainment-Driven Use of Smart Speakers in Single Households

Lead Researcher, Seoul National University

Jul 2020 - Jan 2021

Conducted a six-week field study with 19 users, including analysis of 2,491 utterance data. [s.4]

## Investigating Information Needed for Awareness between Remote Workers

Lead Researcher, Seoul National University

Mar 2020 - Jun 2020

Designed a pseudo-service and conducted a one-week usability case study with eight users. [s.2]

## Building a Smart Speaker Application for Classical Music Beginners

Research Assistant, Seoul National University

Sep 2019 - Jan 2020

Assisted conversation design and collected VOCs during a 15-day usability case study with 25 users. [eight media reports]

## Investigating Auditory Cues for Separateness of AI Speaker Services

Lead Researcher, Seoul National University

Oct 2019 - Nov 2019

Designed conversational agent prototypes and conducted usability testing with 10 users. [s.1]

## PUBLICATIONS

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### PEER-REVIEWED CONFERENCE PROCEEDINGS (FULL PAPERS)

- [f.2] JaeWon Kim, **Soobin Cho**, Robert Wolfe, Jishnu Hari Nair, and Alexis Hiniker. 2025. Privacy as Social Norm: Systematically Empowering Teen Privacy Management on Social Media. **CSCW'25**. (In Press). <https://arxiv.org/html/2410.16137v2>
- [f.1] **Soobin Cho**, Joongseek Lee, and Bongwon Suh. 2023. "I Want to Reveal, but I Also Want to Hide" Understanding the Conflict of Revealing and Hiding Needs in Virtual Study Rooms. *Proc. ACM Hum.-Comput. Interact.*, 7, **CSCW2**, Article 300 (October 2023), 27 pages. <https://doi.org/10.1145/3610091>

### PEER-REVIEWED CONFERENCE PROCEEDINGS (SHORT PAPERS)

- [s.6] **Soobin Cho**, Bongwon Suh, and Joongseek Lee. 2022. "Hide Your Video, Show Your Action!" Investigating a New Video Conferencing Interface for Virtual Studying. In *Companion Computer Supported Cooperative Work and Social Computing (CSCW'22 Companion)*, November 08–22, 2022, Virtual Event, Taiwan. ACM, New York, NY, USA, 5 pages. <https://doi.org/10.1145/3500868.3559451>
- [s.5] Sang Ah Park, Yoon Young Lee, **Soobin Cho**, Minjoon Kim, and Joongseek Lee. 2021. "Knock Knock, Here Is an Answer from Next Door": Designing a Knowledge Sharing Chatbot to Connect Residents: Community Chatbot Design Case Study. In *Companion Publication of the 2021 Conference on Computer Supported Cooperative Work and Social Computing (CSCW '21 Companion)*, October 23–27, 2021, Virtual Event, USA. ACM, New York, NY, USA, 5 pages. <https://doi.org/10.1145/3462204.3481738>
- [s.4] **Soobin Cho**, Yoon Young Lee, Sang Ah Park, and Joongseek Lee. 2021. "Can Smart Speaker Be the 'SimSimi' for Single Households?": Study on the Use of Smart Speakers by Single Households. In *Proceedings of HCI Korea 2021 (HCIK 2021)*. The HCI Society of Korea, 6 pages.
- [s.3] Sang Ah Park, **Soobin Cho**, Yoon Young Lee, and Joongseek Lee. 2021. 'Naver Knowledge-iN' in a Speaker: Designing a Voice-Based Knowledge Sharing Service. In *Proceedings of HCI Korea 2021 (HCIK 2021)*. The HCI Society of Korea, 6 pages.
- [s.2] **Soobin Cho**, Bongwon Suh, and Joongseek Lee. 2020. Not Too Much, Nor Too Less: Investigating Which Information Should Be Shared for Awareness Between Remote Workers. In *Companion Publication of the 2020 Conference on Computer Supported Cooperative Work and Social Computing (CSCW '20 Companion)*. Association for Computing Machinery, New York, NY, USA, 239–243. <https://doi.org/10.1145/3406865.3418308>
- [s.1] **Soobin Cho** and Joongseek Lee. 2020. Study on Auditory Cues for Conversation Separateness in AI Speaker Multi-Turn Services. In *Proceedings of HCI Korea 2020 (HCIK 2020)*. The HCI Society of Korea, 4 pages.

## WORK EXPERIENCE

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### **Soft Berry Inc.**

*UX Researcher, Product Team*

*Korean Series A startup (\$8M+ funding), operates Korea's leading EV charging station app*

- Led and conducted all research processes as the first and sole UX researcher.
- Collaborated closely with the CEO, COO, and product managers to set strategic research goals and objectives.
- Collaborated with product managers to translate findings into product principles and actionable guidelines.
- Collaborated with designers and engineers to apply insights within the app.
- Conducted comprehensive market research and competitive analysis.
- Conducted quantitative app behavior analysis to examine user types, feature usage patterns, and correlations both within and between them.
- Conducted interviews, contextual inquiries, surveys, and workshops for user insights and future direction.
- Communicated findings across the organization through presentations and reports.

Seoul, South Korea

Mar 2022 - Aug 2023

### **Weber Shandwick**

*Junior Associate, Consumer Marketing Team*

- Planned, conducted, and evaluated digital and print PR campaigns.

Seoul, South Korea

Sep 2017 - Oct 2018

## TEACHING EXPERIENCE

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### **Qualitative Research Methods**

*Teaching Assistant*

Currently assisting graduate students in conducting qualitative research, led a guest lecture.

University of Washington

2024 Fall

### **Foundations of Human Centered Design and Engineering**

*Teaching Assistant*

Assisted foundation course for HCDE undergraduate students.

University of Washington

2024 Spring

### **Creative Fusion Seminar**

*Teaching Assistant*

Assisted undergraduate students in conducting user research and designing prototype.

Seoul National University

2020 Fall

### **Information Technology Practice**

*Teaching Assistant*

Assisted undergraduate students in conducting user research and designing prototype.

Seoul National University

2020 Spring

## HONORS AND SCHOLARSHIPS

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**Brain Korea 21 Four Scholarship**

2020 Fall, 2021 Spring

**Brain Korea 21 Plus Scholarship**

2019 Fall, 2020 Spring

**Ewha Womans University Honors Scholarship**

2013 Fall, 2014 Fall, 2015 Fall, 2017 Spring

**Ewha Womans University Dean's List**

2013 Spring, 2014 Spring, 2014 Fall, 2016 Fall, 2017 Spring

## INVITED TALKS

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**HCI Korea 2020 Tutorial Presentation**

Making 'Cool' Voice Service

Aug 2020

## REVIEW SERVICE

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CHI (2025), CSCW (2023, 2024), CHI Late-Breaking Work (2022, 2024)

## SKILLS

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**Research Methods (tools):** Field study, case study, co-creation workshop, in-depth interview, focus group interview, contextual inquiry, survey (Google Forms, Qualtrics)

**Prototyping & Usability Testing (tools):** Prototyping (HTML, CSS, Figma, Google Dialogflow, Teachable Machine), usability testing (Maze)

**Data Analysis (tools):** Thematic analysis (Miro), content analysis (ATLAS.ti, Optimal Workshop), user behavior analysis (Amplitude, Google Analytics), data processing (Python, SQL), statistical analysis (Python, R, JASP)